

Brand Standards

Version 1.0

uconnect
systems
.tech

Assembled by Sicom's
brand design team

7/16 . 24



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UCONNECT BRAND

Brand Standards

Introduction

Verbal Identity

Voice • Tone • Personality

Logo Identity

The Process • Logo Usage Standards • Final Logo

Tagline

Color Palette

Typography



Brand Standards Overview

Welcome to the Brand Standards

This document is a comprehensive resource for understanding and applying our brand systems. It is intended for internal team members, external partners, and stakeholders involved in representing our brand.

Purpose:

The goal of these standards is to ensure consistency and coherence in how our brand is presented across all platforms and materials. Adhering to these standards will help preserve the integrity of our brand identity and reinforce our brand values.

Who Should Use This Standards:

- Internal Teams: Marketing, design, and communications teams responsible for creating brand-related content.
- External Partners: Agencies, freelancers, and contractors collaborating on branding projects.
- Stakeholders: Individuals or organizations involved in representing or promoting our brand.

How to Use This Standards:

- **Understand the Brand Identity:** Get acquainted with the brand's core elements, including logo usage, color palette, typography, and imagery.
- **Follow the Specifications:** Adhere to the detailed specifications for each brand element to ensure uniformity across all materials.
- **Apply Consistently:** Use these standards to create or review all brand-related content, ensuring alignment with our established brand systems.
- **Seek Clarification:** For questions or further clarification, consult the brand management team or refer to the FAQ section included in this toolkit.

By following these standards, you will help maintain a unified and recognizable brand presence that effectively communicates our values and mission. Thank you for your dedication to upholding our brand standards.



Introduction

Welcome to UConnect Systems, your trusted partner in system integration and technology solutions in the UAE.

With its Head Office in Dubai – UAE, UConnect Systems is expanding its footprints in Pakistan.

With industry experts of having 18+ years of experience, UConnect Systems specializes in delivering comprehensive and innovative IT solutions that connect businesses with cutting-edge technology, enhancing their operational efficiency and driving growth.

With a deep understanding of the unique challenges faced by various industries in the UAE, we offer tailored solutions that seamlessly integrate diverse systems and technologies. Our expertise spans across Information and Communication Technology (ICT), Extra-Low Voltage (ELV) systems, and advanced automation solutions, ensuring that our clients stay ahead in a rapidly evolving technological landscape.

At UConnect Systems, we are dedicated to transforming your technological vision into reality.

Mission

Building secure, reliable & integrated environment for Business & Communication Solutions.

Vision

To improve human's life and experience through technology.

VERBAL IDENTITY



At UConnect Systems, our communication is as signature and bold as our solutions. As a leading ICT and ELV service provider with a broad vision, we deliver messages that are clear, direct, and impactful.

Our brand voice is designed to make a statement. We speak with confidence and simplicity, cutting through the noise with messages that highlight our expertise and innovative edge. We want you to convey our solutions and services in a way that resonates powerfully with your audience, reflecting our commitment to excellence and forward-thinking approach.

When partnering with us, you'll find our communication is both straightforward and engaging. We emphasize our core services and value propositions clearly while remaining open to new possibilities. Our goal is to collaborate effectively, providing you with the information you need in a way that's both informative and inspiring.

By aligning with our brand voice, you help ensure that UConnect Systems remains a standout presence in the industry, reinforcing our reputation as a dynamic and reliable partner.



Professional

UConnect Systems embodies professionalism through expert knowledge, dependable service, and meticulous attention to detail.

Innovative

Innovation is at our core. We constantly explore new technologies and creative solutions to stay ahead of industry trends.

Approachable

We pride ourselves on being approachable and accessible. Our team is friendly and open, ready to engage with clients and partners in a supportive manner. We foster strong relationships by actively listening and providing thoughtful, personalized support.

Trustworthy

We're dedicated to building trust through transparency, reliability, and integrity. We consistently deliver on our promises and maintain open, honest communication, ensuring our clients and partners have complete confidence in our expertise and solutions.

Client-Focused

Our commitment to being client-focused drives everything we do at UConnect Systems. We prioritize understanding our clients' unique needs and tailoring our services to meet their specific requirements.



Personality

**Forward-thinking
Reliable, Innovative**

At UConnect Systems we're a forward-thinking and reliable innovator with a decade of experience, always ahead of the curve in technology.

**Meticulous
and dedicated**

We're Meticulous and dedicated to solving complex problems with tailored solutions, we embody excellence, approachability, and trustworthiness, fostering strong partnerships.

**Adaptable
and dynamic**

We're Adaptable and dynamic, We integrate seamlessly into various environments, constantly optimizing and empowering those around us with the latest advancements, driven by a vision of progress and practical, impactful results.

LOGO IDENTITY



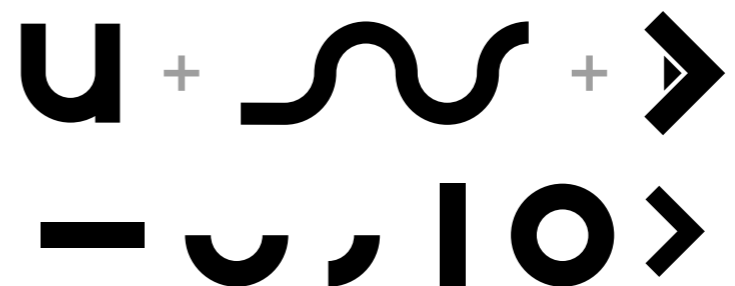
1.1 Logo Identity

Initial Concept : We began with brainstorming and sketching initial concepts for the UConnect logo. Our focus was on incorporating dynamic elements like the arrowhead and sine wave. We explored how these could interact with the letter "U" and other shapes, aiming to capture the essence of connection and forward movement. These early sketches laid the foundation for developing a distinctive and meaningful logo design.

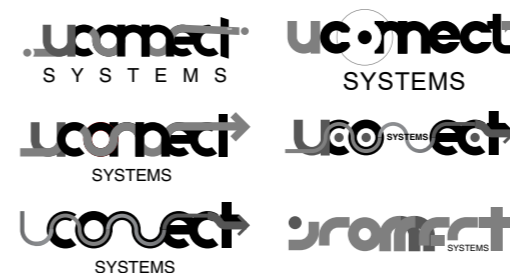


The Process

Development : In the development phase, we refined our sketches into digital designs. We focused on integrating the arrowhead and sine wave elements with the letter "U" to create a cohesive and modern look. This phase involved iterative adjustments to ensure balance, clarity, and alignment with UConnect's brand identity, leading to the final logo design.



Shapes, Elements



Logo Design
Exploration

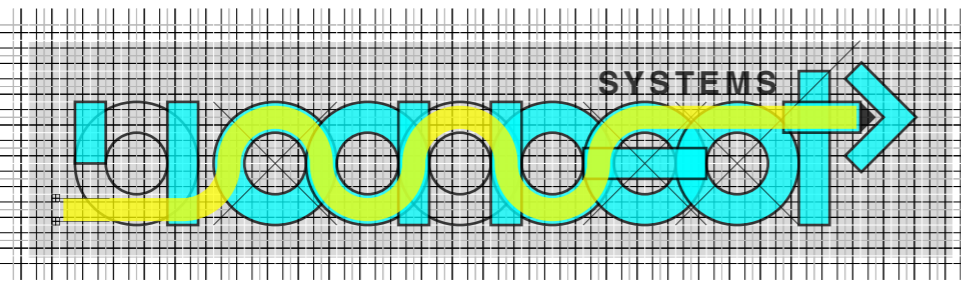
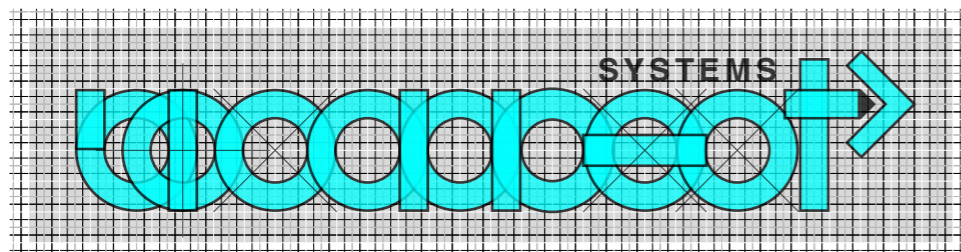


1.2 Logo Identity

Typography: For typography, we crafted custom-designed text for the UConnect logo using geometric shapes. This approach allowed us to create a unique and cohesive look, where each letter was carefully shaped to harmonize with the logo's visual elements, resulting in a distinctive and modern brand identity.



Shapes, Elements / Custom Typography

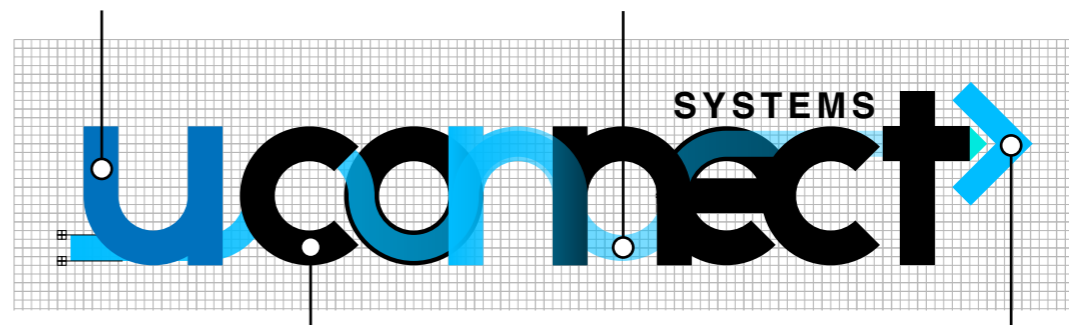


The Process

Combination: We integrated the refined typography with the dynamic elements of the logo. By merging the custom-shaped text with the arrowhead and sine wave, we achieved a unified design that embodies UConnect's essence. This final stage ensured that the logo was both visually striking and representative of the brand's identity.

"U" ELEMENT: Represents "YOU," emphasizing personal connection and engagement.

SINE WAVE: The sine wave starting from the "U" and extending through "CONNECT" symbolizes continuous flow and connection. It visually represents the dynamic and innovative nature of the company.



"CONNECT": The word signifies the core of the company's mission—creating connections.

ARROW: The arrow, placed right after the crossbar of the letter "T" signifies progress, direction, and moving forward into the future.



1.3 Logo Identity

Logo Scalability

To ensure the UConnect logo remains effective and legible across all applications, we provide examples of its performance at various scales, from large banners to small digital icons. Consistent usage of the logo at appropriate sizes is crucial for maintaining visual impact and brand recognition.

Smallest Scalable Size

The UConnect logo must be used at a minimum width of 220 pixels for digital applications and 35 mm for print. For any instances where the logo must be rendered smaller, please use the symbol mark or contact the UConnect Systems Standards and Quality Control team at communication@uconnectsystems.tech for guidance.

Symbol Usage

The Arrowhead Symbol is designed to maintain readability and design clarity across different formats. Ensure that it is used according to the specified size guidelines to preserve its integrity and effectiveness.

Logo Usage Standards

Logo

Print Usage

Minimum width: 35 mm
Maximum Size: No limit



Digital Usage

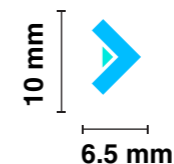
Minimum Width: 220 pixels
Maximum Size: No limit



Symbol

Print Usage

Minimum width: 6.5 mm
Maximum Size: No limit



Digital Usage

Minimum Width: 25 pixels
Maximum Size: No limit





1.4 Logo Identity

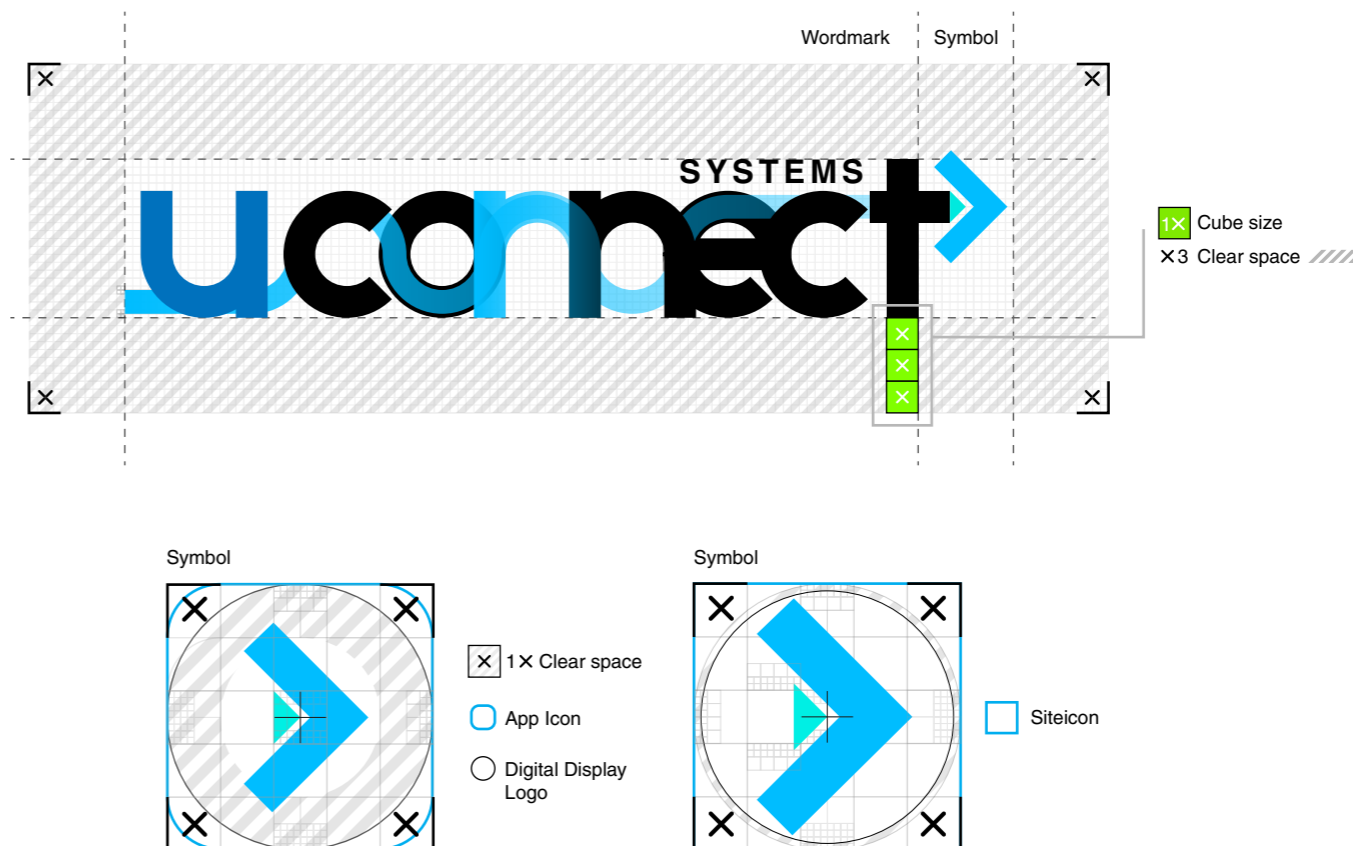
Clear Space: The UConnect logo must always be surrounded by a clear space on all four sides.

This clear space should be at least 3 times the size of the square of the cube shown in the illustration below.

This minimum space ensures there is adequate separation between the logo and any other graphic elements or text.

The illustration on right outlines the key measurements of the elements that compose the UConnect logo.

Logo Usage Standards



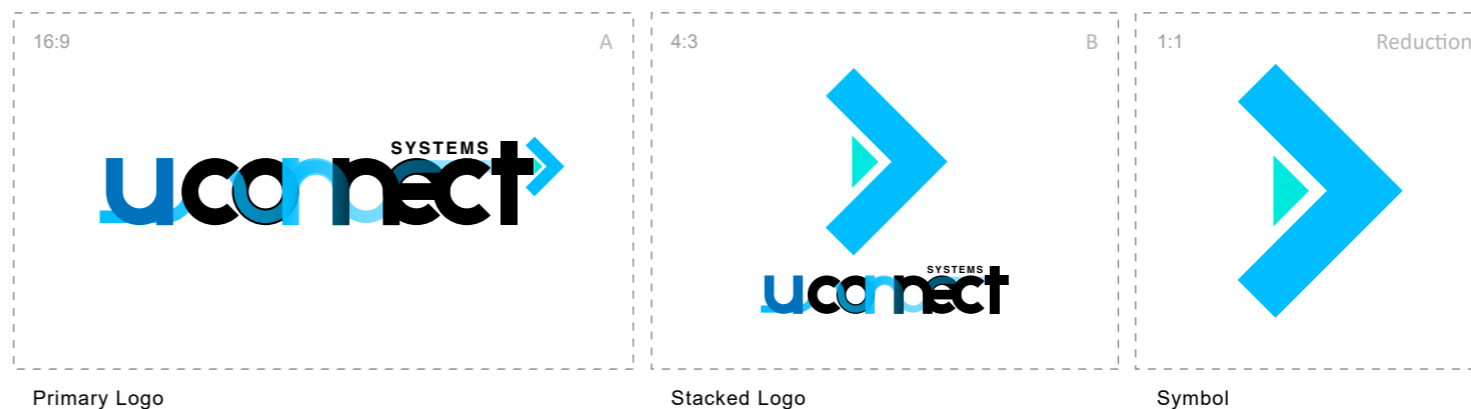


Logo Usage Standards

Logo Variations : To accommodate different usage scenarios, we provide three versions of the UConnect logo: the horizontal logo (16:9 aspect ratio), the stacked logo (4:3 aspect ratio), and the symbol reduction version (1:1 aspect ratio).

Each version is designed to ensure the logo's visibility and impact across various formats and applications. The horizontal logo is ideal for wide formats, the stacked logo works well for more compact spaces, and the symbol reduction is suitable for smaller-scale use.

Choose the appropriate version based on the specific requirements of your application to maintain brand consistency and clarity.





1.6 Logo Identity

Logo Usage on Black Backgrounds : When placing the UConnect logo on black backgrounds, there are two approved versions to ensure optimal visibility and brand consistency.

The first version is a solid black or white logo, providing a high-contrast option for clear readability. The second version is a monochromatic logo, utilizing shades of black and grayscale for a more nuanced appearance.

Both versions are designed to maintain the logo's integrity and effectiveness against dark backgrounds, ensuring that it remains distinct and visually appealing in all contexts.

Logo Usage Standards

Black & White



Monochrome



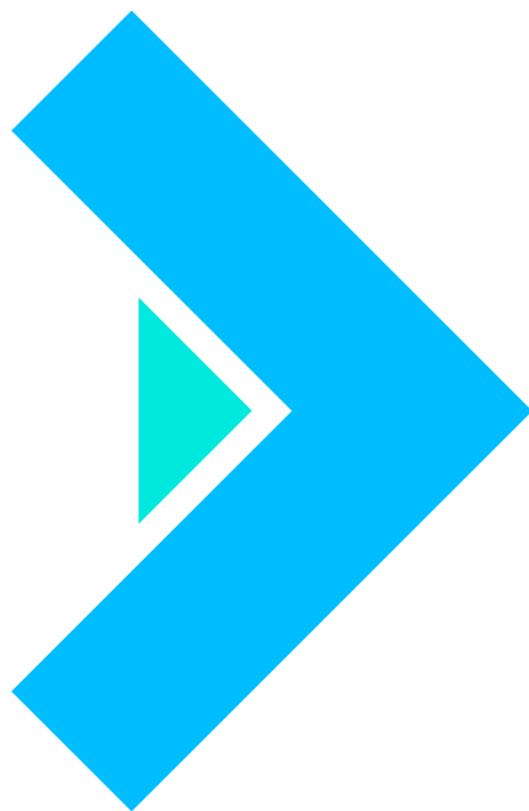
_____ 1.7 Logo Identity

Primary Logo
Logotype



Secondary Logo

Logomark / Symbol



TAGLINE



1.1 Tagline

Concept and Idea for Dynamic Tagline Integration

UConnect Systems - Innovate & Connect.

Objective: To create a dynamic tagline that seamlessly integrates with various campaign slogans, ensuring that the brand message remains fresh and relevant while maintaining a consistent core identity.



EXAMPLE

Campaign:
Promoting new cloud services

Slogan:
"Empowering Your Cloud"

Integrated Tagline:
Empowering Your Cloud - Innovate & Connect



_____ 1.2 Tagline

DYNAMIC TAGLINE

Dynamic Tagline Integration

UConnect Systems - Innovate & Connect.

This dynamic tagline strategy ensures UConnect Systems remains adaptable and responsive to market trends and customer needs while maintaining a strong and consistent brand identity through the core message of "Innovate and Connect."

- *Conclusion*

COLORS



1.1 Colors

Our color palette is crafted to capture the vibrant and dynamic essence of our brand. It includes primary and secondary colors, along with a distinctive gradient for specific uses.

To maintain a cohesive and recognizable visual identity, this color palette should be applied consistently across all brand materials.

Gradient for Letter “N” and the Sine Wave.

Primary Colors

Black

CMYK : C0, M0, Y0, K100
RGB : R0, G0, B0
WEB #0000

Azure Blue

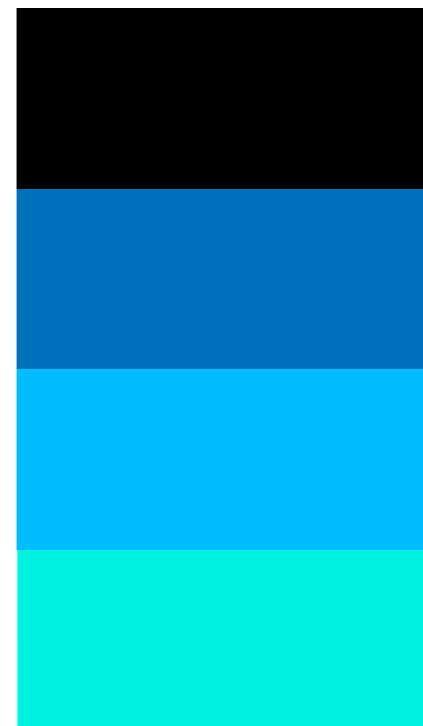
CMYK : C100, M50, Y0, K10
RGB : R0, G113, B190
WEB #0071bd

Sky Blue

CMYK : C65, M10, Y0, K0
RGB : R0, G190, B255
WEB #00bdff

Neon Cyan

CMYK : C70 M0 Y25 K0
RGB : R0, G240, B225
WEB #00fef3





Secondary Colors

Our secondary color palette is carefully chosen to represent our services, with each color uniquely associated with a specific service.

This palette is exclusive to our services and should not be used for any other purposes.

Lime Green

CMYK : C40, M0, Y100, K0
RGB : R150, G255, B0
WEB #95fe01

Goldenrod

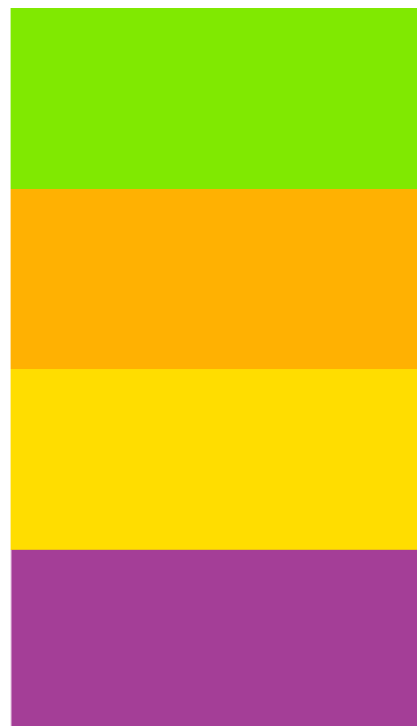
CMYK : C0, M22, Y100, K0
RGB : G255, G200, B0
WEB #ffc602

Yellow

CMYK : C0, M13, Y100, K0
RGB : R255, G22, B0
WEB #ffdd00

Deep Pink

CMYK : C0, M62, Y8, K36
RGB : R164, G62, B151
WEB #a43e97



TYP GRAPHY



1.1 Typography

We have selected Helvetica as our primary brand font, with Segoe UI used for body text. Both Helvetica and Segoe UI are among the most popular typefaces globally and are hallmarks of the international typographic style.

Helvetica's sleek lines and modern sensibilities, combined with Segoe UI's clear and distinct readability, set UConnect apart from our competitors.

Together, these fonts embody precision and modernity, reflecting our brand attributes. Over time, they will contribute to the memorability of our brand.

Aa

Primary Typeface

Heading / Subhead

A Helvetica Regular (Light , Regular, Bold, Black)

HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#@%&.,:”()/?+ -*=

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#@%&.,:”()/?+ -*=



1.2 Typography

Segoe UI is our chosen secondary typeface, selected for its exceptional clarity and modern design.

Renowned for its legibility on screens, Segoe UI complements our primary font, providing a clean and distinct appearance for body text and ensuring a seamless reading experience across digital platforms.

Its use reinforces our commitment to precision and contemporary design.

Bb

Secondary Typeface

Subhead / Body

Segoe Ui Regular (Light , Regular, SemiBold, Bold)

SEGUE UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#@%&.,: " () / ? + - * =

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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UNIT 2

VISUAL SYSTEM

Shape System

Geometry

Pattern System

Pictograms



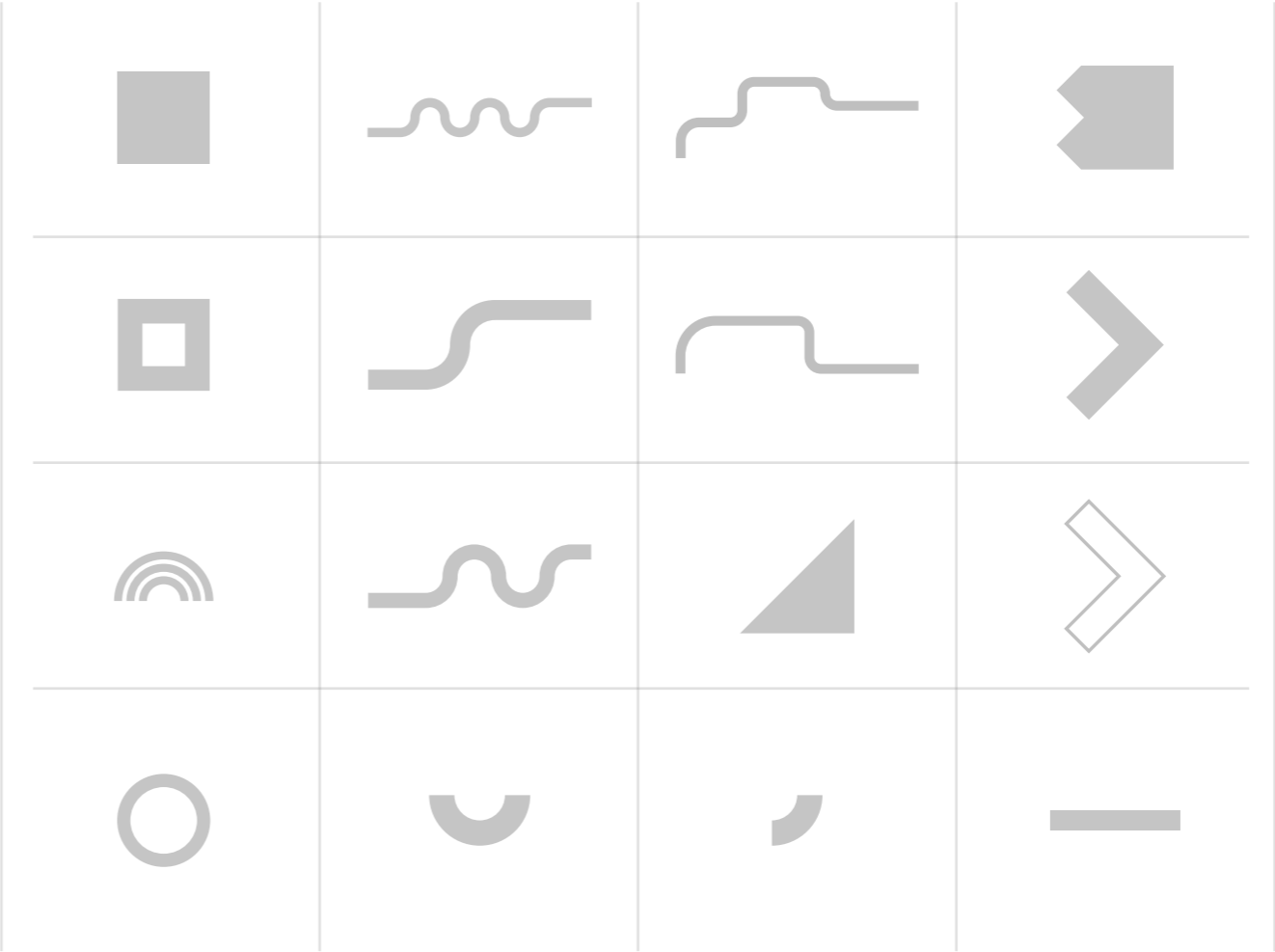
Shape system

Shapes are the building blocks of visual design, and they play a crucial role in shaping our brand identity.

In this section, we introduce 12 key shapes that form the foundation of our visual language.

Each shape is carefully chosen to reflect our brand's core values and create a unified and memorable brand presence.

These shapes will not only guide the design of our logo and other brand elements but also ensure consistency and recognition across all our materials.





Geometry

Abstract Geometric Composition

We use a set of geometric systems built from our 12 shapes. By arranging these shapes into specific patterns, we ensure that every part of our brand—whether it's the logo, icons, or other design elements—works together harmoniously.

This approach helps maintain a consistent look and feel, making our brand easily identifiable and visually appealing.





_____ 1.1

Pattern Systems

Our graphic styling embodies the essence of connectivity and innovation at UConnect Systems. Using an arrow motif, each arrow intersects at the corners, forming patterns symbolizing direction and progress.

Layered lines and wavy cables create visual rhythms that reflect seamless integration and robust connectivity. Subtle dots at every corner add precision and detail.

These elements enhance our textures and backgrounds, creating a cohesive visual identity that reflects our dedication to cutting-edge technology and tailored solutions.



1.2

Pattern Systems

Our brand's visual identity is built upon four key elements: the arrow, ring, sine wave, and vertical rectangle. Each element plays a distinct role in our design system:

Arrow:

Represents direction and progress.

Ring:

Symbolizes unity and openness.

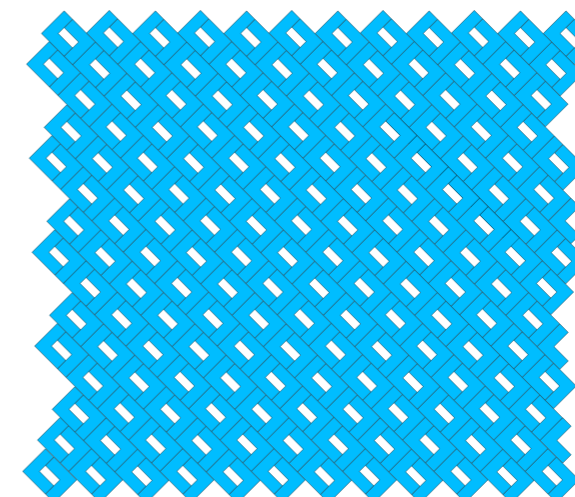
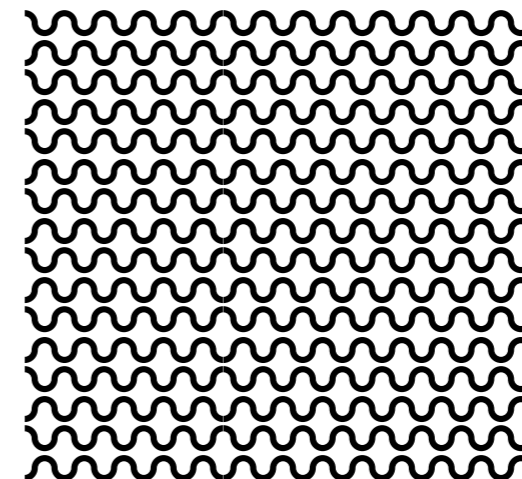
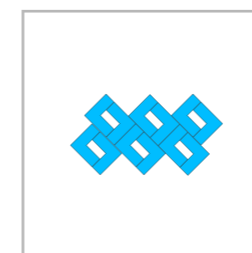
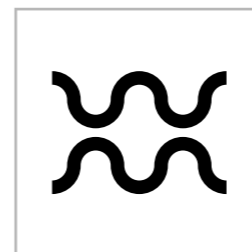
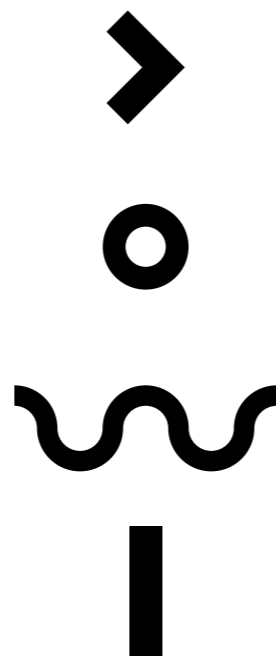
Sine Wave:

Illustrates dynamic movement and innovation.

Rectangle:

Signifies stability and structure.

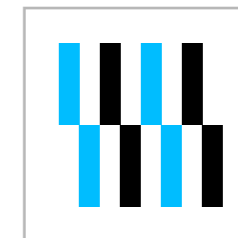
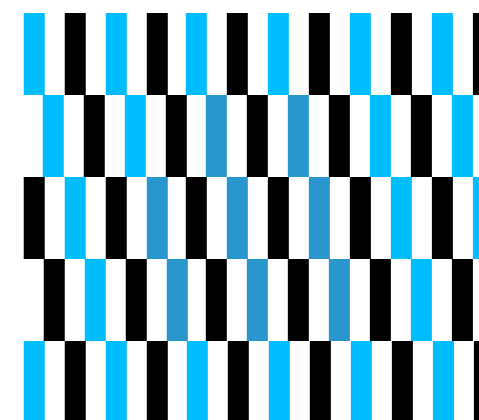
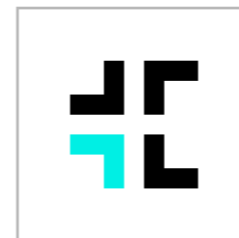
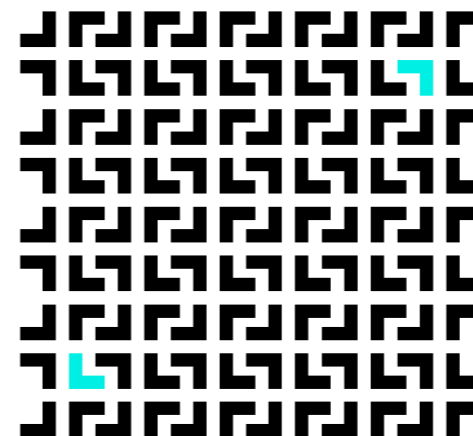
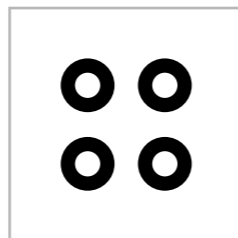
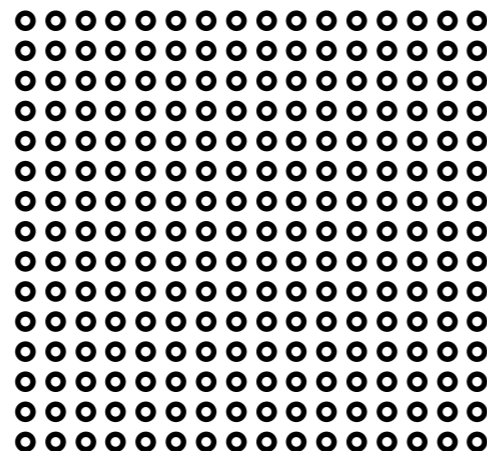
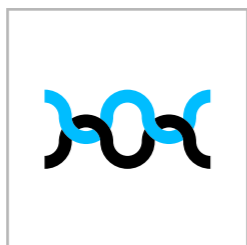
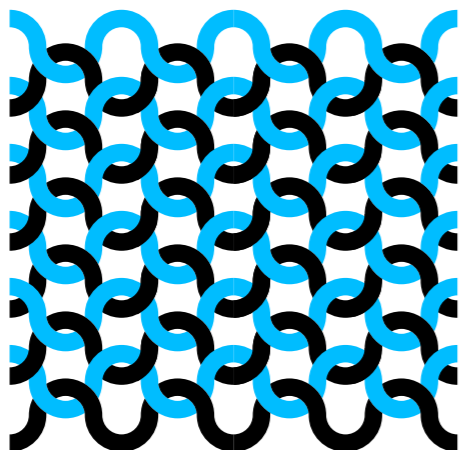
Together, these elements form a cohesive pattern system that ensures our brand is both distinctive and consistent across all design applications.





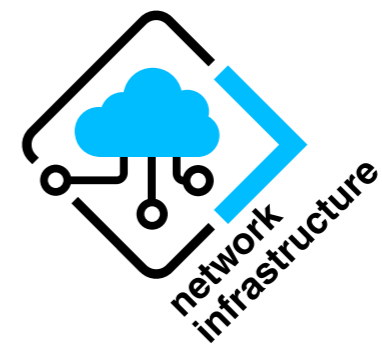
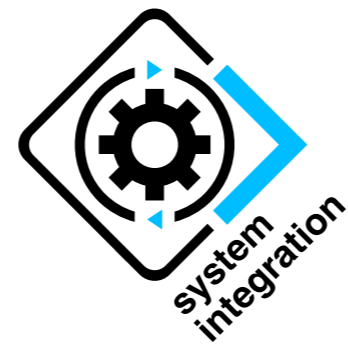
_____ 1.3

Pattern Systems





Pictograms



UNIT 3

APPLICATION

Stationary

LetterHead • Business Cards • Envelope • ID Badge

Editorial Cover

Publication

Presentation

Website

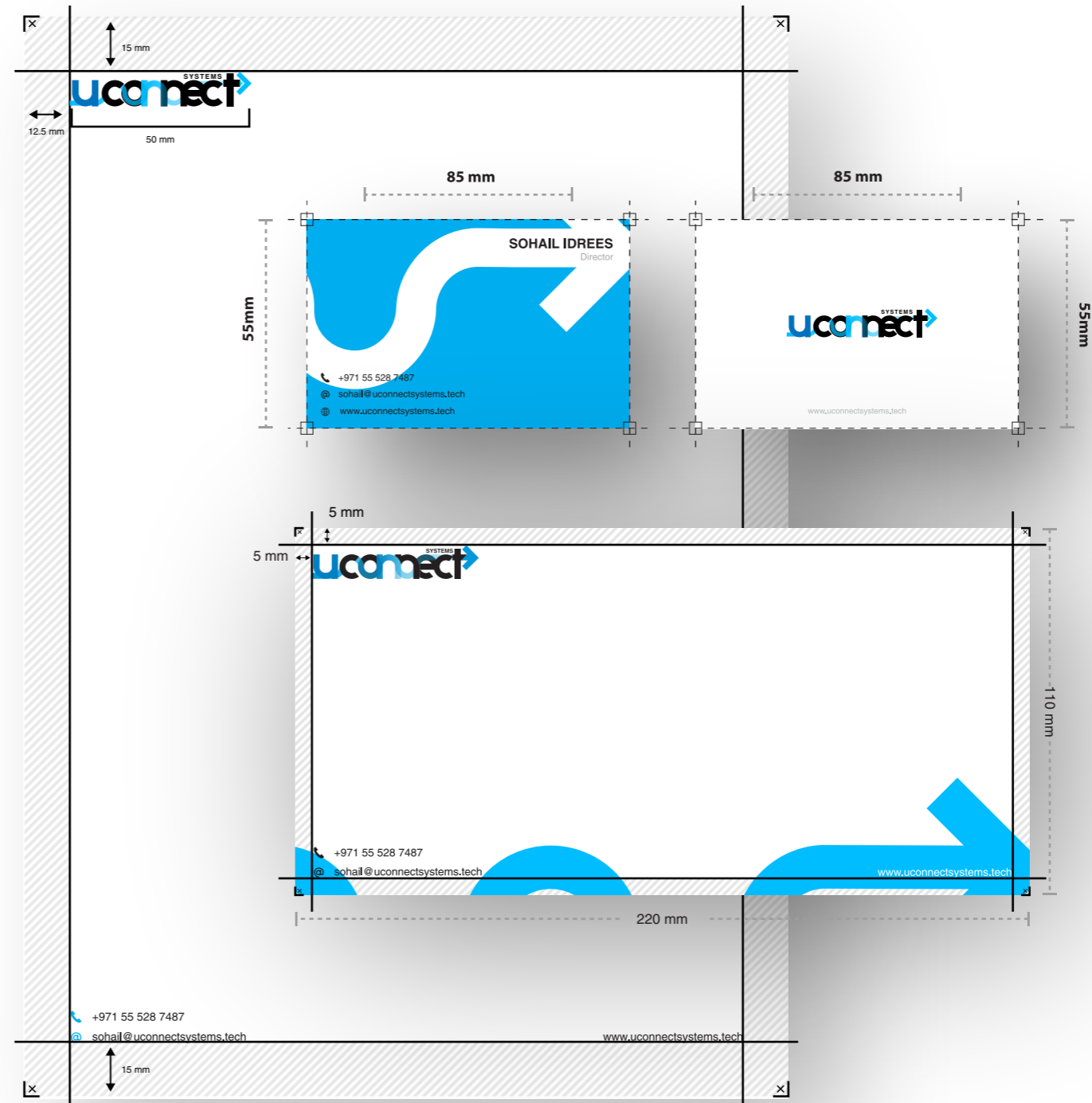
Office space

Promotional Graphics

Corporate Stationery

Our stationery is an essential tool for daily operations throughout the company. It must function effectively while also representing the brand as a whole. Each piece of our stationery is designed to align with the brand's system.

Our stationery engages people with the brand through the use of brand elements such as sine waves, arrow shapes, and flow lines. The set includes standard A4 letterheads, A4 folders, business cards, and envelopes.



LetterHead

Our letterhead is formatted for standard A4 paper and serves as the official stationery for UConnect Systems. It is designed to facilitate clear and professional communication between customers, internal departments, and UConnect Systems employees.

Layout:

The address is positioned at the bottom right corner, ensuring it is easily accessible for recipients.

The letterhead incorporates key brand elements to reinforce UConnect Systems' identity and maintain a cohesive visual presence.

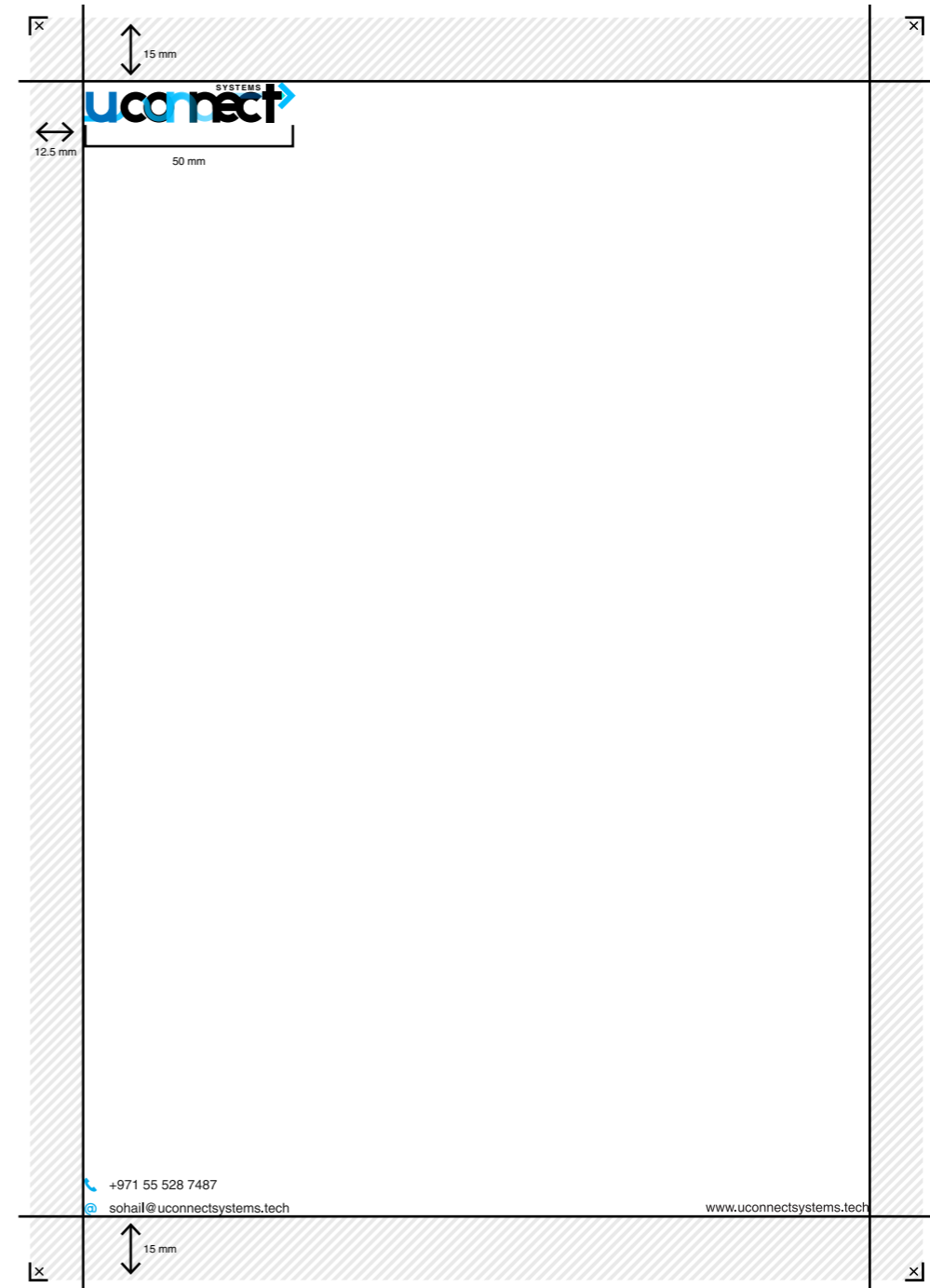
This letterhead is a crucial component of our corporate communication, reflecting the professionalism and integrity of UConnect Systems in all correspondence.

A4

Standard:

Dimensions

210 x 297 mm (8.3 x 11.7 inches)



Business Cards

Our business cards are designed to present UConnect Systems' brand identity effectively and professionally. There are two distinct versions of the business card to cater to different preferences and uses:

1. Standard Horizontal Business Card:

This version features a traditional horizontal layout with a straightforward text placement, reflecting a classic and professional appearance.

It maintains alignment with our brand style while offering a practical format for everyday use.

2. Acrylic Vertical Transparent Business Card:

The vertical design of this card is crafted from transparent acrylic, offering a modern and distinctive look.

Text placement is aligned vertically, providing a unique and eye-catching presentation.

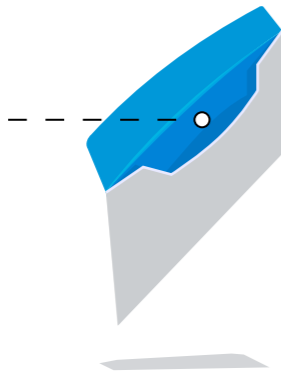
This version highlights individual employees while reinforcing the brand's innovative and stylish approach.

Both versions are designed to uphold UConnect Systems' branding standards and ensure a cohesive visual identity across all employee communications.



DL

110 x 220 mm (4.33 x 8.66 inches)



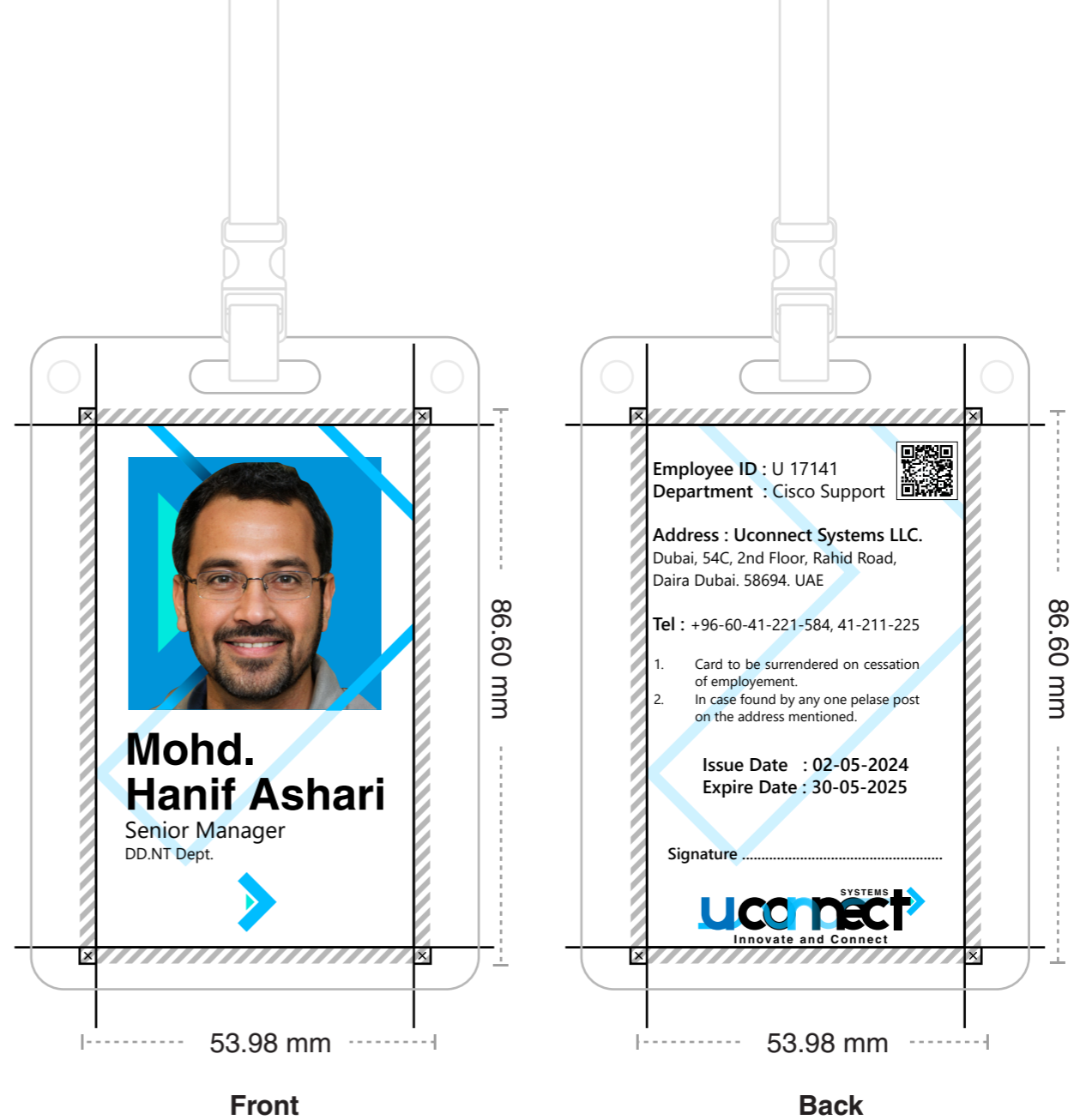
ID Badge

CR79

Card Size

Dimensions:
85.60 mm x 53.98 mm (3.37 in x 2.12 in)

Vertical ID Badge



Editorial Cover



Publication

To be the leading global
provider of innovative ICT and
ELV solutions, empowering
businesses to thrive in an
connected world through
technology.

Forward-thinking, Reliable, Innovative

Urbanconnect Systems, with over a decade of expertise, is dedicated to
delivering comprehensive ICT and ELV solutions.

Its mission is to seamlessly integrate advanced technologies that
enhance business operations across various industries. Committed to
innovation and excellence, by design, implement, and maintain robust,
efficient, and scalable systems, from structured cabling and network
infrastructure to security systems and smart building solutions,
ensuring clients benefit from cutting-edge technologies tailored to
their unique needs.

Publication

Page 03

**Forward-thinking,
Reliable, Innovative**

To seamlessly integrate advanced ICT and ELV solutions, optimizing business operations through innovative, efficient, and scalable technologies, tailored to meet the unique needs of our clients across various industries.

To be the leading global provider of innovative ICT and ELV solutions, empowering businesses to thrive in an interconnected world through cutting-edge technology, exceptional service, and a commitment to sustainable and

**Forward-thinking,
Reliable, Innovative**

Uconnect Systems, with over a decade of experience, delivering comprehensive ICT and ELV solutions. Our mission is to seamlessly integrate advanced technologies, enhance business operations across various industries, and deliver innovation and excellence, by design, implementing efficient, and scalable systems, from structured cabling to infrastructure to security systems and smart buildings, ensuring clients benefit from cutting-edge technology and meet their unique needs.

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 6521, Al Jumra,
 Daira, Dubai. UAE

Email address:
 info@uconnectsystems.ae
 Contact@uconnectsystems.ae

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Email address:
info@uconnectsystems.tech
Contact@uconnectsystems.tech



Presentation Templates



Website



Office Space

SYSTEMS
uconnect 

Office Space

uconnect SYSTEMS



Seamlessly integrate
advanced **ICT** and **ELV**
solutions.

We are dedicated to
delivering comprehensive
ICT and **ELV** solutions.

Seamlessly integrate
advanced **ICT** and **ELV**
solutions.

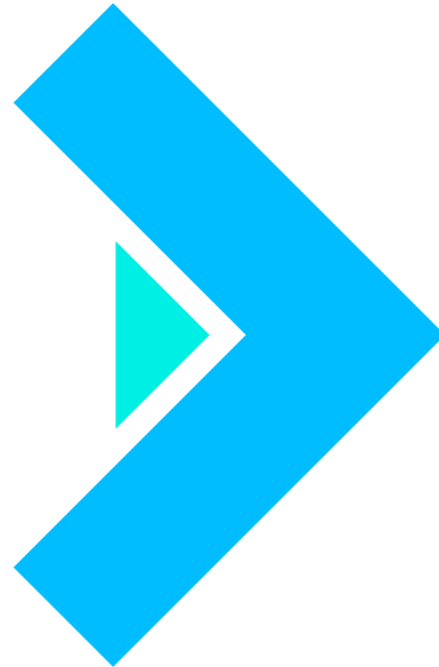
Committed to innovation and excellence, we design, implement, and maintain robust, efficient, and scalable systems, from **structured cabling and network infrastructure** to **security systems** and **smart building solutions**, ensuring our clients benefit from cutting-edge technologies tailored to their unique needs.

ICT Information and Communication Technology

ELV Extra-Low Voltage

INTEGRATED TECHNOLOGIES





Contact

Questions or Feedback

We hope you find these Standards clear and the information easy to use. If you need any assistance or further information regarding any aspect of our brand identity, please contact the Communications Team at UConnect Systems.

Advertisng/Marketing Agency

Sicom Agency
+92-333-1300470
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